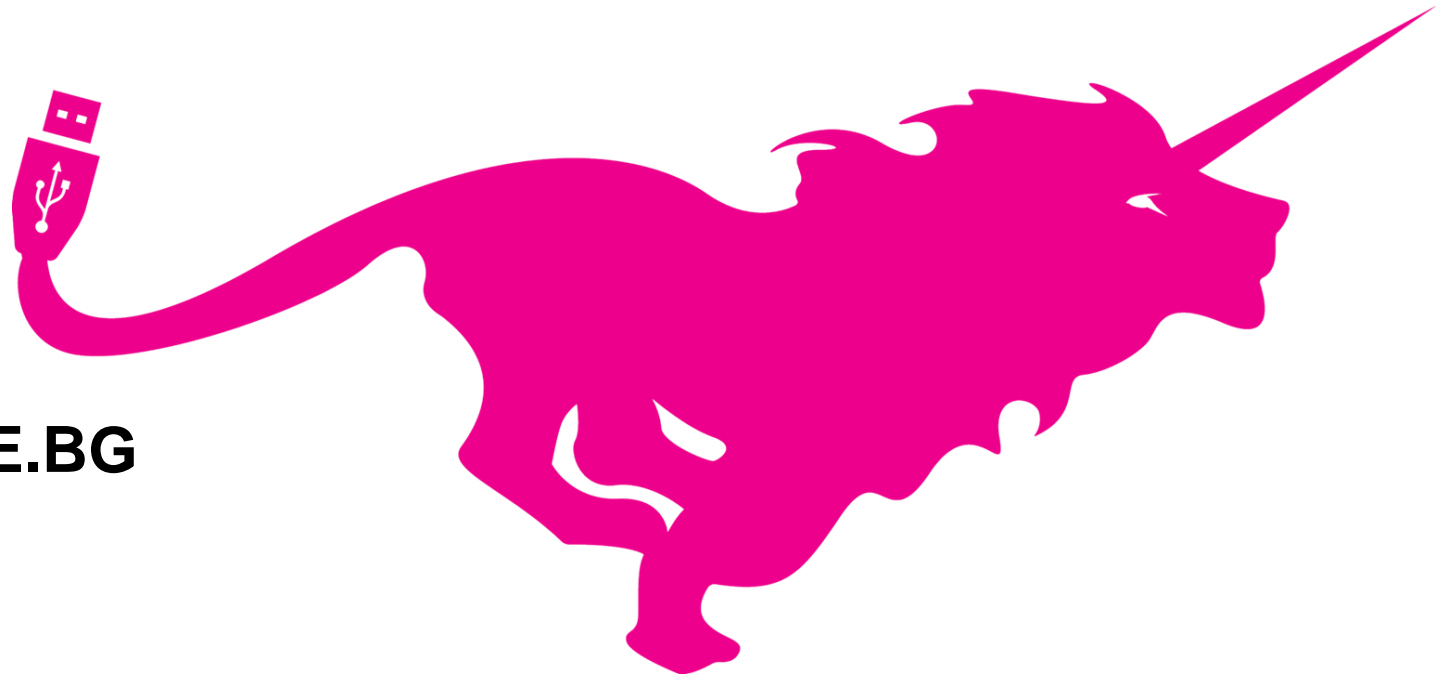


Икономическо развитие във време на дигитална трансформация

Саша Безуханова, MOVE.BG
21.2.2019, Габрово



Digital connectedness changed our world

The background of the slide is a complex, abstract network of glowing blue and yellow lines. These lines form a dense, interconnected web that resembles a digital network or a map of global connections. The lines are of varying thickness and brightness, with some areas appearing more concentrated and glowing more intensely than others. The overall effect is one of dynamic energy and global connectivity.

Democratization of access to information

Faster equalizing of standards

Global engagement platforms

Open systems in business, science, governing

One minute on internet

NETFLIX

**70,017
Hours
Watched**



**15,000
GIFs sent
via Messenger**



**900,000
Facebook
logins**



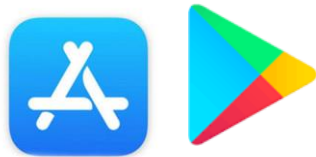
**4.1 Million
Videos
Viewed**



**46,200
Posts
uploaded**



**452,000
Tweets
sent**



**342,000
Apps
downloaded**



**3.5 Million
Search
Queries**



**\$751,522
spent
online**



**156 Million
emails
sent**

The crisis of models

**SORRY FOR
THE INCONVENIENCE
WE ARE TRYING
TO CHANGE THE WORLD**

The new technologies



Open
government



LastPass

PROPERTY
.WORKS



Productivity



Automation



Quantum
computing



coinbase



OpenBazaar

funderbeam

Bitcoin &
Blockchain



wework

Shared
economy



Bla Bla Car



KICKSTARTER

Crowdfunding



XPRIZE

DriveNow

On-demand
economy



treatwell

Crowdsourcing

GitHub

Open
platforms



MOVE.BG

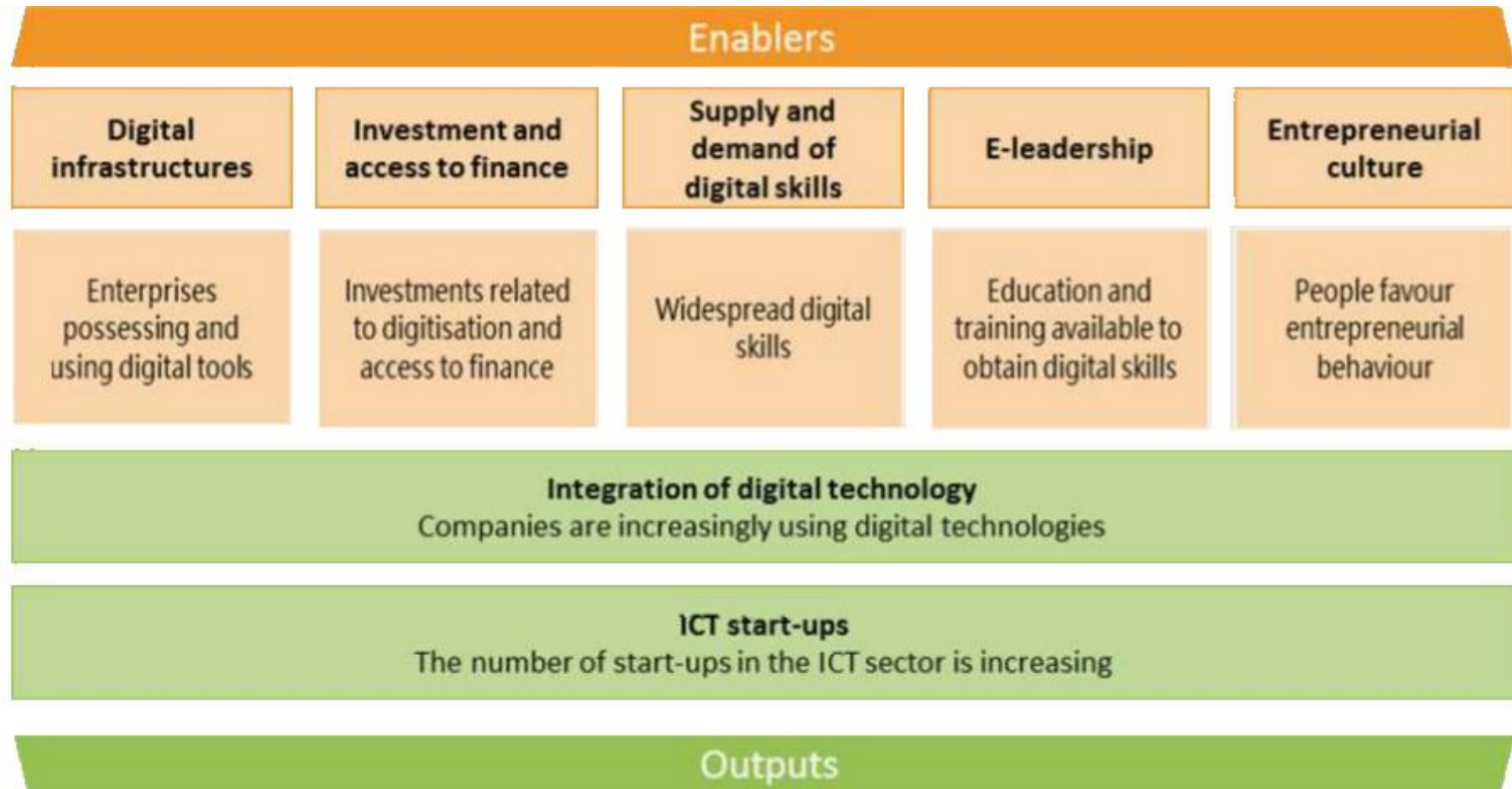
New paradigm - sharing, collaboration and co-creation



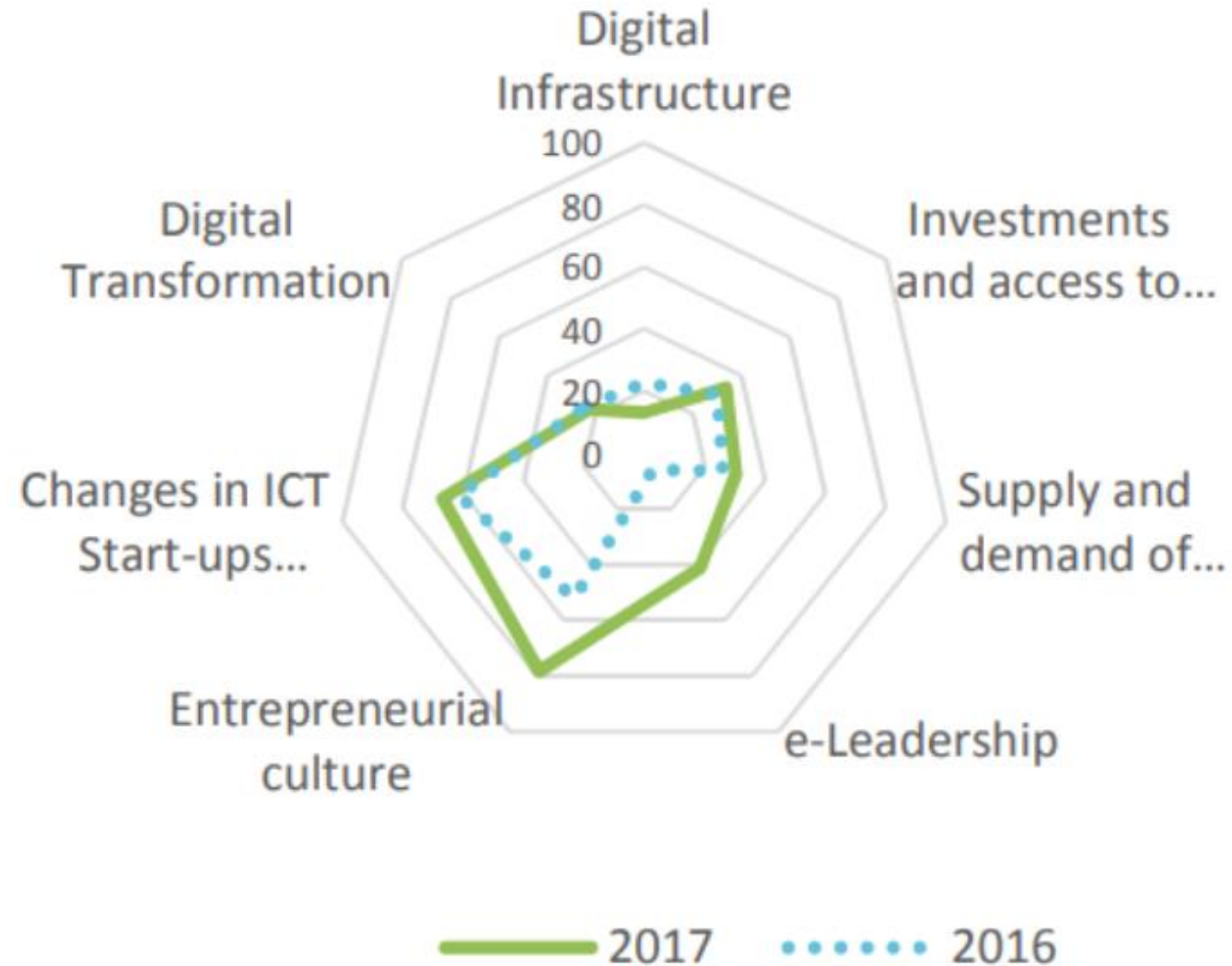
How digital transformation is changing the industrial process

- Industry 4.0 – disruption
- Technologies– IoT, Cloud, security , 3D printing, big data, robots, AI, platforms
- Collaborative production chain – global scale
- New marketing channels
- Changed competitive landscape
- Customers – co-creators of the products – personalization
- New corporate culture needed

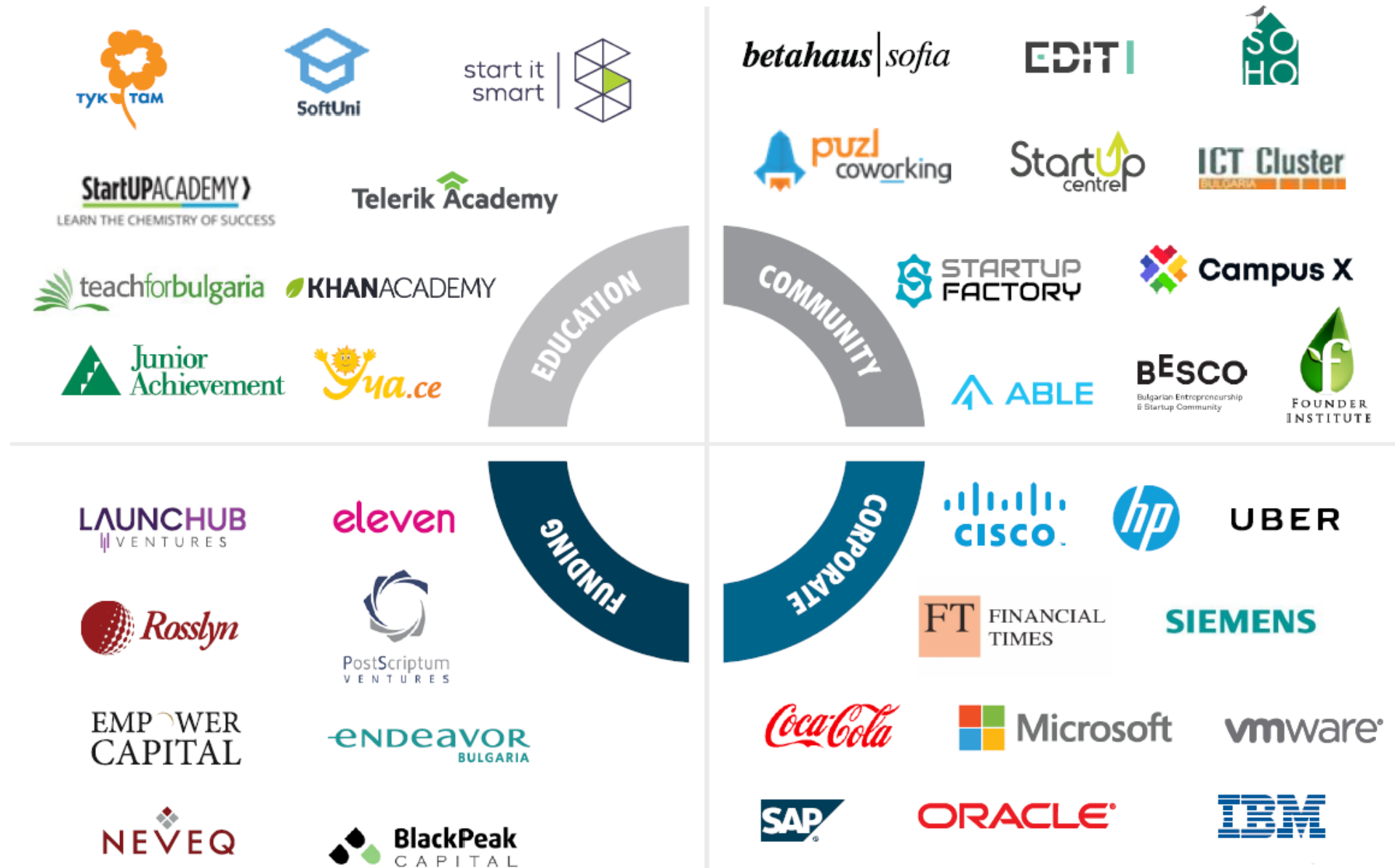
Indicator-based monitoring of digital transformation



Bulgaria's framework conditions for digital transformation

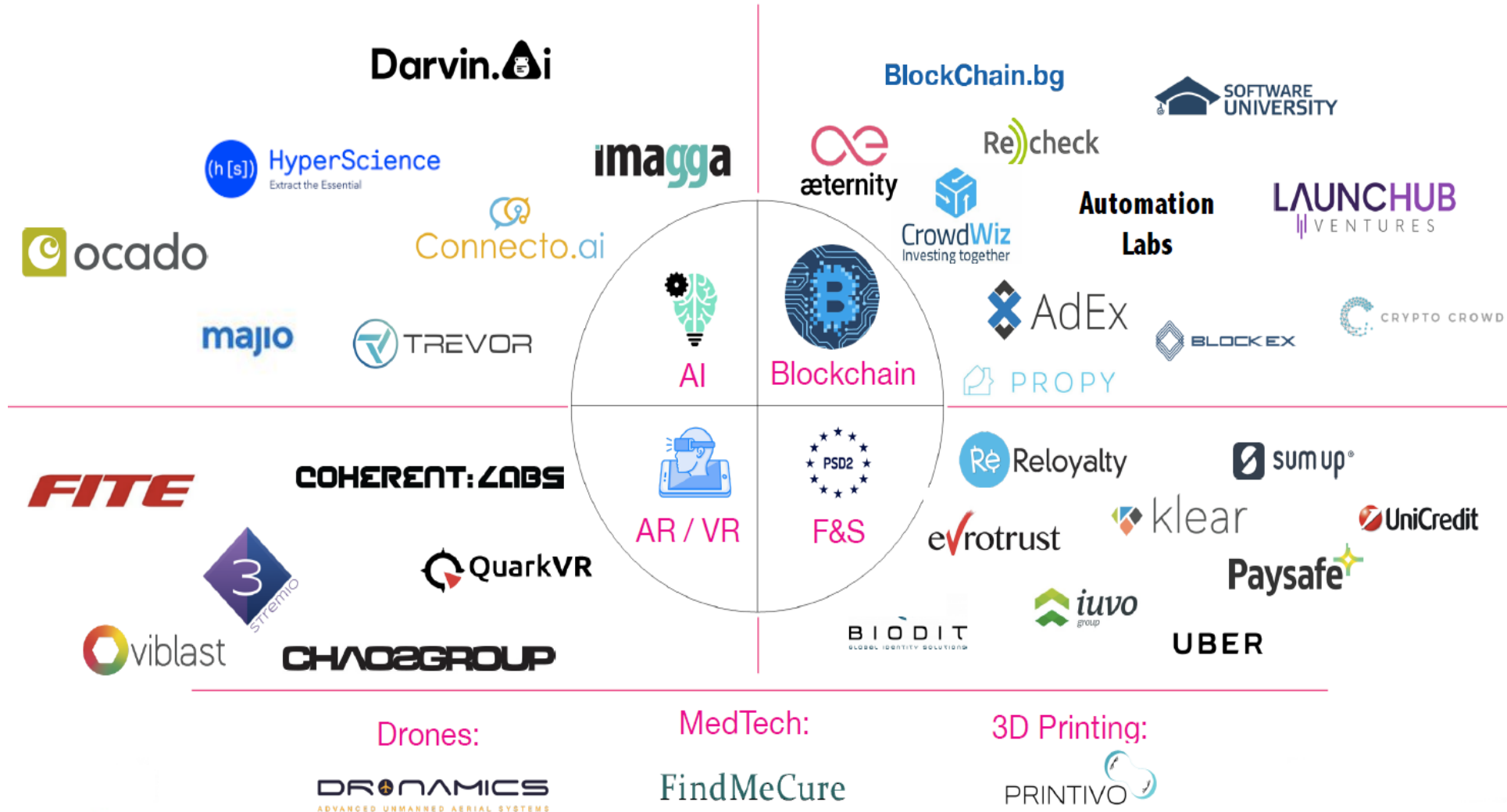


Mature innovation ecosystem



Bulgaria is building the ground for emerging technologies

Early adopters of the new platforms building global products



35+ tech hubs in Bulgaria



Technology focus of Bulgarian cities



Gabrovo – innovative industrial hub

- Индустрия 4.0 automation
- Startup Hub – Gradiste
- Technical Univercity
- Motivated local government
- Innovative schools

**There are no borders
for the technology
and innovation of the
leading digital hubs
in Europe**



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Sasha Bezuhanova

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Sustainable innovation & community of creating people

